

<i>SERFF Tracking Number:</i>	<i>HUMA-125792331</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Humana Insurance Company</i>	<i>State Tracking Number:</i>	<i>40072</i>
<i>Company Tracking Number:</i>	<i>AR-05-2008</i>		
<i>TOI:</i>	<i>MS06 Medicare Supplement - Other</i>	<i>Sub-TOI:</i>	<i>MS06.000 Medicare Supplement - Other</i>
<i>Product Name:</i>	<i>Individual Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>Sales Letter/AR-05-2008</i>		

Filing at a Glance

Company: Humana Insurance Company

Product Name: Individual Medicare Supplement SERFF Tr Num: HUMA-125792331 State: ArkansasLH

TOI: MS06 Medicare Supplement - Other SERFF Status: Closed State Tr Num: 40072

Sub-TOI: MS06.000 Medicare Supplement - Co Tr Num: AR-05-2008 State Status: Filed-Closed

Other

Filing Type: Advertisement

Co Status:

Reviewer(s): Stephanie Fowler

Authors: Michele Zabel, Dennis

Disposition Date: 10/01/2008

Cowart, Paula Williamson

Date Submitted: 08/26/2008

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Sales Letter

Status of Filing in Domicile: Not Filed

Project Number: AR-05-2008

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 10/01/2008

State Status Changed: 10/01/2008

Deemer Date:

Corresponding Filing Tracking Number: AR-05-2008

Filing Description:

The Sales Letter, form # GHA_029ERR, will be used by licensed agents to market Humana's Medicare Supplement plans approved in Arkansas.

Used in conjunction with policies:

AR-MESA, ar-MESB, AR-MESC, AR-MESF, AR-MESF(HD), AR-MESK, and AR-MESL

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Product Name:	Individual Medicare Supplement		
Project Name/Number:	Sales Letter/AR-05-2008		

Company and Contact

Filing Contact Information

Dennis Cowart, Senior Products Compliance dcowart@humana.com
Analyst
500 W. Main Steet (502) 580-8233 [Phone]
Louisville, KY 40201

Filing Company Information

Humana Insurance Company	CoCode: 73288	State of Domicile: Wisconsin
1100 Employers Boulevard	Group Code: 119	Company Type: Life & Health
Green Bay, WI 54344	Group Name:	State ID Number:
(800) 558-4444 ext. [Phone]	FEIN Number: 39-1263473	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$25.00
Retaliatory?	No
Fee Explanation:	25 PER FORM
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Humana Insurance Company	\$25.00	08/26/2008	22144178

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	10/01/2008	10/01/2008

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Disposition

Disposition Date: 10/01/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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State: Arkansas

Filing Company: Humana Insurance Company

State Tracking Number: 40072

Company Tracking Number: AR-05-2008

TOI: MS06 Medicare Supplement - Other

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Item Type

Item Name

Item Status

Public Access

Form

SALES LETTER

Filed

Yes

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Form Schedule

Lead Form Number:

Review	Form	Form Type	Form Name	Action	Action Specific	Readability	Attachment
Status	Number				Data		
Filed	GHA_029E	Advertising	SALES LETTER	Initial			Med Supp Letter Generic 7-08.pdf
	RR						

[Date]

Dear [NAME]:

Set yourself free from limited Medicare coverage!

Many Medicare plans limit your benefits to one geographic area and pay only if you use certain hospitals and doctors within their provider network. But with a Humana Medicare Supplement insurance plan, you can enjoy coverage anywhere in the U.S. from doctors and hospitals of your choice:

- Coverage when you travel anywhere in all 50 states including D.C. and Puerto Rico
- Freedom to choose any doctor, hospital or other provider that accepts Medicare
- No referrals required to see a Specialist!
- Coverage that's guaranteed renewable as long as you pay your monthly premiums
- Competitive rates

Plus, it's backed by Humana – a Fortune 100 company with more than 47 years in the health benefits field.

Get the clear, concise information you need to make the Medicare coverage choice that's right for you. Call me today for a free quote or for an appointment in the convenience of your home:

[000-000-0000]

[Monday – Friday 8 a.m. to 5 p.m.]

[Space for signature]

[Name]

[Title]

Insured by Humana Insurance Company. Policy Form Series MES or state equivalent. Medicare Supplement insurance plans are not connected with or endorsed by the U.S. government or the federal Medicare program. Medicare Supplement products are available to individuals who are enrolled in Medicare Part A and Part B benefits due to age and in some states also disability. Coverage levels vary by plan and are limited to Medicare approved amounts. This is a solicitation of insurance and you may be contacted by a Humana Insurance Agent.

GHA_029ERR

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Rate Information

Rate data does NOT apply to filing.